Media Release



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FOR MORE INFORMATION

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FORT WORTH LIBRARY UNVEILS NEW IDENTITY

FORT WORTH – The Fort Worth Library will officially unveil its new logo and identity as part of the grand opening of the new Ella Mae Gratts Shamblee Branch on June 13. Public events begin at 5:30 p.m., with a ribbon-cutting ceremony scheduled for 6:30 p.m. Information packets will be available for the media and all interested individuals. The library is located at 1062 Evans Avenue, Fort Worth, Texas, 76104.

Today's libraries are not quite the serious and silent places you might remember from your childhood. In fact, they are vibrant environments filled with natural light, bestsellers, Internet-accessible computers, free Wi-Fi, movies and friendly faces. Occasionally, they even break out the popcorn machine.

To emphasize the changing role of the public library in contemporary society, the Fort Worth Public Library's brand has undergone a facelift. Made possible by The Fort Worth Public Library Foundation through a generous grant from the Gregory A. & Laura E. Bird Foundation, the Library partnered with Robeegraffix Advertising Design to create a bold new identity. It reaffirms the Library's traditional commitment to literacy and education, but also clearly points the way to the future.

"A main goal of the new identity package is to help people understand that the 21st-century library is a dynamic mix of people, collections and services," said Library Director Gleniece Robinson. "The Fort Worth Library's new logo serves as a compelling, timely and welcoming invitation for everyone to reach out and discover the cutting-edge products and services available at all of our 15 locations. We are very excited about revitalizing our public image and hope people will take this opportunity to explore what's behind our colorful new brand."

Highlights of the Fort Worth Library's new identity package include:

- The colorful spiral on the left is based upon "The Golden Section," a mathematical division used by ancient Greeks in proportioning the Parthenon, and thought by Renaissance-era artists to be divinely proportioned.
- Because a spiral has no end, it represents lifelong learning, a main focus of the Library.
- The spiral's brilliant array of colors and sizes symbolizes the numerous types of media available at the Fort Worth Library, including books, magazines, CDs, DVDs and electronic formats.
- The word "public" has been removed from the name of the Fort Worth Library. Why? Simply put, to keep up with the times. In today's day and age, the word "public" implies a place that, at one time, might have been viewed as institutional and restrictive. All are welcome at the Fort Worth Library. By removing one word with a potentially negative connotation, the Library aims to appear more welcoming and accessible to all.
- The typeface of "Fort Worth Library" is Bauer Bodoni™. This classical typography was selected in order to provide a positive contrast with the modern spiral icon. Bauer Bodoni type will complement existing typefaces currently being used throughout the Library system.



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Fort Worth Library Unveils New Identity

With 15 locations, today's Fort Worth Library offers a wide range of products, programs and services, including:

- free access to the Internet
- complimentary WiFi (wireless access) at all locations
- bestselling books, magazines, and newspapers
- chart-topping movies, music, and audio books
- computers with MS Office software
- downloadable audio books
- Internet-accessible catalog, with the ability to place online holds for materials
- online payment of fines and fees
- children's story times
- Plugged In! @ FWL, a teen-gaming program, featuring free-play sessions and tournaments
- Spanish-language programs and conversation groups, including the Club de Mamás
- special art and cultural exhibits in the main gallery of the Central Library
- original manuscripts and archives

Over time, the Fort Worth Library will replace existing logos with the new brand. Initial efforts will include stationery, library cards and promotional materials, such as posters, brochures, and fliers.

The Fort Worth Library's new brand and identity project began in April 2007 with a comprehensive communications audit overseen by a committee comprising city employees, community members and design professionals. This committee provided ongoing support and guidance throughout the yearlong project. With four designs remaining in competition, the Library's Executive Committee made the final decision in February 2008.